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**GUIDE  
TO YOUR  
NEXT  
TRADE FAIR**

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# INTRODUCTION

## Why did you download this guide?

**First of all, thank you for doing so.**

**This guide isn't yet another useless theoretical explanation, but rather a powerful tool that, used properly, will enable you to completely turn your next trade fair participation around.**

If you have downloaded this guide, we imagine that you are planning one or, at the very least, would like to attend one in the future. Guess what?

Before we get straight to the gist of the matter, allow us a brief and very quick introduction.

First of all, **trade fairs are not that deadly** bore where you passively present yourself to an indefinite mass of potential customers.

In recent years, in fact, they have turned into **an incredible business opportunity**, and in order to do so, they must meet precise strategic objectives.

Your potential customers at the trade fair are actively seeking answers to their problems. You just happen to be there to offer them the ultimate solution. 1-0 to you.

Secondly, at trade fairs you can use a lot of promotional means and gimmicks that you would not otherwise use (or would cost you far too much money).

If you are in sales, you will agree with us: **when else do you get to have all your potential customers there**, at your stand, ready to see and touch your products?

As a final premise, we would like to emphasise this: **attending a trade fair puts you at the centre of the world.**

Think about it: you can directly get to know the tastes, habits and needs of the various market segments and gradually improve and refine your knowledge of them.

Come on, this isn't a fairy tale.

After this very quick introduction (said, done!), it's time to show you in a simple and practical way how to rock your next trade fair.

# PREPARE THE FAIR: 5 KEY POINTS

**This is it: you have decided to go to the fair. Now that you've decided to do it, however, it's time to move on to the practice: you need to start preparing, but how do you do it?**

Here comes the **super guide** to your rescue!

First of all, keep one thing in mind: the work on a trade fair only ends when the next one begins.

If it is an annual fair, it is essential to start preparing for it as early as the end of the previous edition.

Don't worry, if you are late, we have you covered; we will see later on how to divide the work phases and what to concentrate on. These are absolutely the **five** fundamental points to keep in mind when you prepare a trade fair.

# 01 AIMS AT THE CENTRE: THE IMPORTANCE OF DEFINING OBJECTIVES

**Imagine having a full stand and not knowing what to do: it would be quite a waste of time and money, wouldn't it?**

We'll tell you straight: going to a trade fair if you don't have precise and defined objectives. That's right, a trade fair is an investment that needs an investment that needs to be planned from afar. Not pizza and figs.

As with any business investment, therefore, a trade fair must be reasoned. It is necessary to evaluate every premise and every implications in the context of corporate strategies, select target and target mar-

ket, choose the right exhibition, fair and event event, involve customers (we will see later how), gather how), gather information and draw conclusions.

In short, having defined objectives in advance will be of vital importance both for visitors who will find answers to their questions, and for your staff.

In fact, it will be your team that will guide visitors and potential customers to what really interests you: achieving the goals you have set. **Do you want to know how to set a goal?**



Start by asking yourself these questions:

- Which target group are we addressing?
- What do we want to communicate?
- What are the business/marketing objectives?
- What budget do we make available?
- What other related activities do we intend put in place?

Once you have established what you want to achieve, from this will give rise to many other choices, such as example:

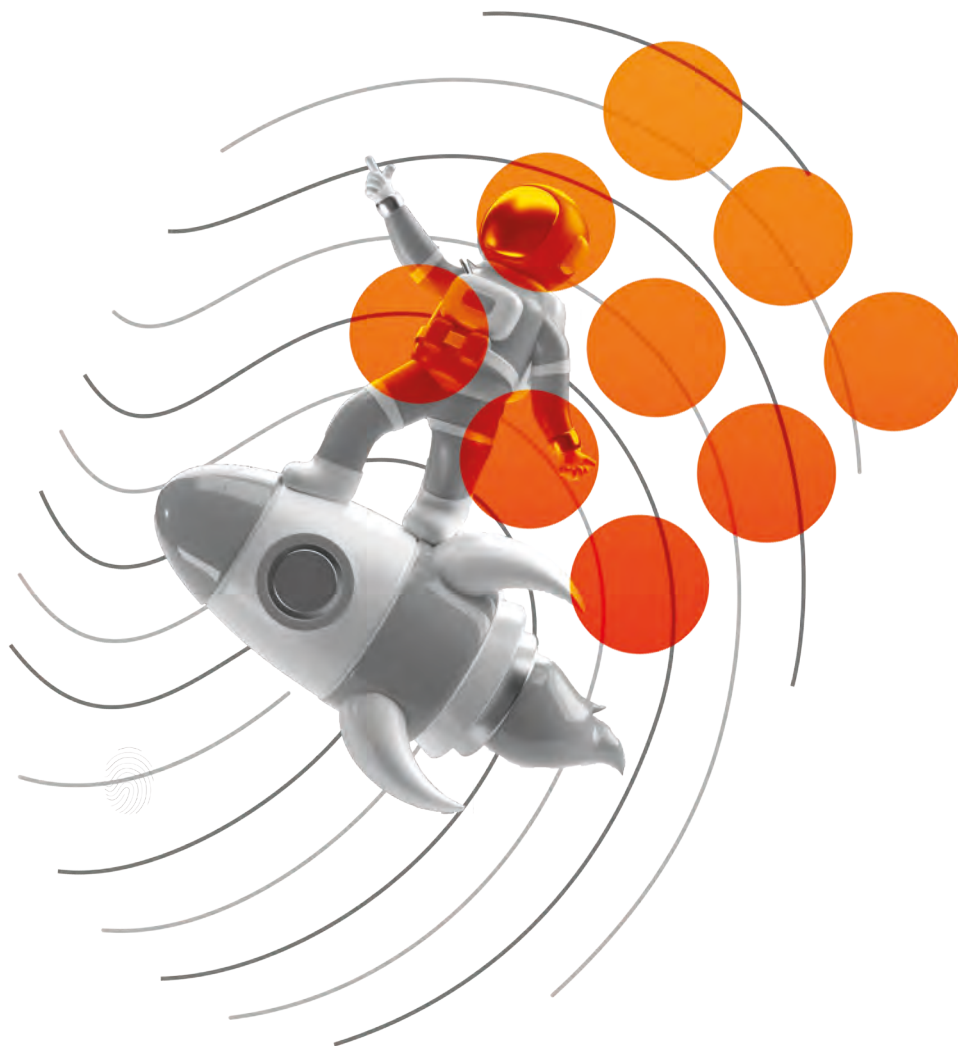
- How to graphically design and set up the stand;
- What promotional material you will develop;
- What information you will need to extract from conversations with visitors;

**Do you still have doubts about the objectives to be achieved?**

Take your cue from these:

- Acquire new contacts
- Sell products at the fair
- Retain established customers
- Present new products
- Find new collaborators and/or suppliers
- Create nuove partnership
- Analysing the target market
- Get to know the competition
- Improving the image and reputation of the company/brand of the brand

Once the objectives have been defined, it is time to start planning actions and resources.



# 02

## TEMPUS FUGIT: PLAN ACTIONS AND RESOURCES

**OK, VERY GOOD, YOU HAVE CHOSEN YOUR GOALS.**

**Now, however, the clock is ticking: you have to start planning what to do in the coming months and, above all, when to do it. But you are here for that too, aren't you?**

First of all, let's make a consideration: the average duration of a trade fair is 4-5 days, but let's consider double that for setting up and dismantling stands.

Not much when equated to a year, is it?

Well, actually yes.

What is seriously time-consuming, however, is not the presence at the fair, but the preparatory phase: this takes much longer, even several months.

Even before the preparatory phase, however, planning must begin, which should be part of a company's annual business plan.

**The first activities to be performed are usually these:**

- Send the application to the trade fair (obvious, but you never know);
- Choose the target audience you are aiming for: the communication style and all supporting materials will depend on this;
- Define the budget and prepare a spending plan: you will save yourself a few surprises;
- Choose the products you exhibit carefully: they will be instrumental in achieving the target;
- Develop a promotional and PR strategy: inform the world about the cool products you will be exhibiting!
- Design your stand: this will say everything about you. Choose colours, shapes and functionality; it will be like being at home, but

with many more guests!

- Confirm (on time, it's important!) your participation in the fair.

Of course, operations are significantly simplified when attendance at an event becomes repetitive (don't take anything for granted: even if it is repetitive, always check what might be missing).

This is because many actions are no longer necessary or have been absorbed by business processes anyway.

A word of advice: **do not underestimate deadlines.** The end date is much closer than it seems!





# 03

## WATCHWORD: PRACTICALITY. CAREFULLY EVALUATE COSTS AND BENEFITS

**As we have said, a trade fair is an investment. Of course, like any investment, it entails costs.**

The costs that can arise before, during and after a trade fair are basically of three types, some more direct and easy to recognise, others more hidden and difficult to estimate. Specifically, we speak of:

- **direct “visible” costs**, i.e. the sum of all invoices that arrive at the company for attending a trade fair: participation fee, stand set-up, electricity, external personnel (hostesses/stewards), consultancy, promotional material, hotels and restaurants, travel expenses, etc;
- **the “hidden” direct costs**, including the company’s employees who had to set aside company assets to participate in the fair;
- **the “indirect” costs**, i.e. the lost immediate revenues due to the lack of active personnel in the company. Quantifying (or estimating) these costs is very difficult. For example, some sellers might close contracts directly at the fair, recalculating the perception of the indirect costs incurred.

**OK, we have calculated the costs, but how do we calculate the return on investment?**

We will now explain, but first we need to go into what is meant by return and, therefore, how to estimate trade fair profits.

When we talk about profits, we are talking about a mix of quantitative and qualitative benefits.

Made simple, since every corporate action has a certain value (and cost), it would be appropriate to quantify it.

**Therefore, there are several ways to evaluate the benefits.**





One of these is to calculate the cost of alternative actions, i.e. how much it would cost the company to achieve the same result using other channels.

**Simple example:** a company aims to meet 50 existing customers and to get in touch with 100 potential ones. To do so, it could use different channels such as exclusive conventions, direct visits by salespeople, etc. What would be the effect of the different activities?

**Another example:** the company wants to present a new offer; what would be the cost/contact of an advertising or direct mail campaign? And what would be the impact?

The operation, in all honesty, is not straightforward, but since we are dealing with qualitative and quantitative variables, it is always necessary to ask oneself which is the best of the alternatives, without precluding any possibility.

In some cases (especially for more structured companies), the experience of previous participation in a trade fair can provide useful input to understand if, how and where it is possible to achieve savings or at least diversify the modes of attendance to optimise costs and make the most profit.

To facilitate evaluation, it might be useful **to draw up a check list that allows you to assess the essentials** without too much effort and without having to reinvent the hot water every time.

- Did we choose expensive promotion materials that were not worth the expense?
- Did we not make sufficient use of customer reception space?
- Were meetings organised that turned out to be off target?

The questions and aspects to be evaluated are infinite. OK, maybe not exactly infinite, but almost.

In any case, the important thing is to systematically analyse all aspects and remember that, as already pointed out, year-on-year comparisons can show much more data than a single year's evaluation.

Imagine attending a trade fair as a magic potion for your business: it is not just a matter of guessing the right ingredients, but also getting the doses and mixes right.

The result, the one that will ultimately tell whether you have created a monster or the philosopher's stone, will depend on many aspects.

It is therefore a question of **how to dose and manage the budget**, choosing what to invest in.

Whether it is better to enlarge the space or invest in a more prestigious stand depends on your objective, whether it is better to launch a

newspaper advertising campaign or improve your web presence depends on the data and the likelihood of conversion.

The potential choices, as you have noticed, are many: the important thing is to keep an all-round view and get advice from consultants and experts in the field, so that they can guide you towards the best possible investment.

The concept is very simple: **don't put all your eggs in one basket**. You don't win football matches with a team of strikers alone; you need the right mix of defence, midfield and attack.

In everything you need balance: **a large stand does not guarantee thousands of visitors**, just as it makes no sense to spend all your budget on promotion and then show customers and visitors a stand that is poor in size and quality.



# 04 HOLD THE REINS: CHOOSE A DIRECTOR FOR THE TRADE FAIR PRESENCE

**Well-structured companies, especially those with various levels of experience in networking events, already have one or more people with the skills and experience to run a successful trade fair.**

## What if this is not the case for you?

First of all identify a “**director**” within the company, or, if you have no experience, a supervisor who can perform the delicate function of internal and external coordination. In short, someone who holds the reins of the relationship between a company’s innumerable internal requirements and a variety of external suppliers.

No, this is not just a management task, but the overall coordination of a business.

**Caution:** it is not necessary for you or an internal company worker to manage this activity!

**Sometimes relying on external, impartial consultants is the best choice**, especially if they already have good market knowledge and previous experience.

It will be very easy for them to interpret the demands and needs of management and translate them into concrete goals to be achieved.

What is really important is that, in preparation for a trade fair, there is someone who can take care of operational tasks (managing quotations, selecting stand builders, organisers, various suppliers) and, at the same time, has a sufficiently complete vision to set messages, define attendance arrangements, monitor costs and keep the budget under control.

Do not forget one of the golden rules: **participation in a trade fair is a highly active commitment**, not the passive occupation of an area made available in a hall.



# 05 AS AT HOME: PREPARING THE STAND AND THE STAFF

**Your trade fair presence, after all, comes down to just two factors: your stand and your staff.**

We don't want to mislead you, so know that the truth is this: your stand and staff are crucial factors in the success of a trade fair.

They do not only invite your potential customers to come closer and ask for more information, but they reflect the quality of your company and your products in every way.

For this reason it is essential that:

the stand design catches the eye and is inviting in the eyes of visitors;  
the staff is prepared to respond clearly to your potential customers;

**But how do you do it?**

Don't worry, now let's go into detail.



# HOW TO DESIGN A STAND THAT STANDS OUT

**If you want to participate as an exhibitor at a trade fair, the stand can only be one of your first thoughts. It's normal, we've all been there.**

For many companies the stand is the heart of their investment, their headquarters when they go on the road.

The budget for a stand varies depending on so many variables (from the type of event to the size and type of stand, which we will see in a moment), ranging from a few thousand euros to even millions. On average we can say that the cost for the stand takes up about 20-30% of the total investment of the fair, reaching almost 50% if we only look at direct costs. In short, not just small potatoes!

As we said, the cost of a stand can also vary depending on the type of stand chosen by the exhibitor. But what are these types of stands?

Let's start with the basics.

# 1. TYPES OF STANDS

## The first choice you have to make is between a pre-assembled stand and a customised one.

In the case of some trade fairs, you don't even have to choose: the organising body already provides pre-assembled formulas from the outset and all you can do is choose the area and interior of the stand.

Anyway, let's get specific.

Here is all the information to enable you to decide on the best formula:

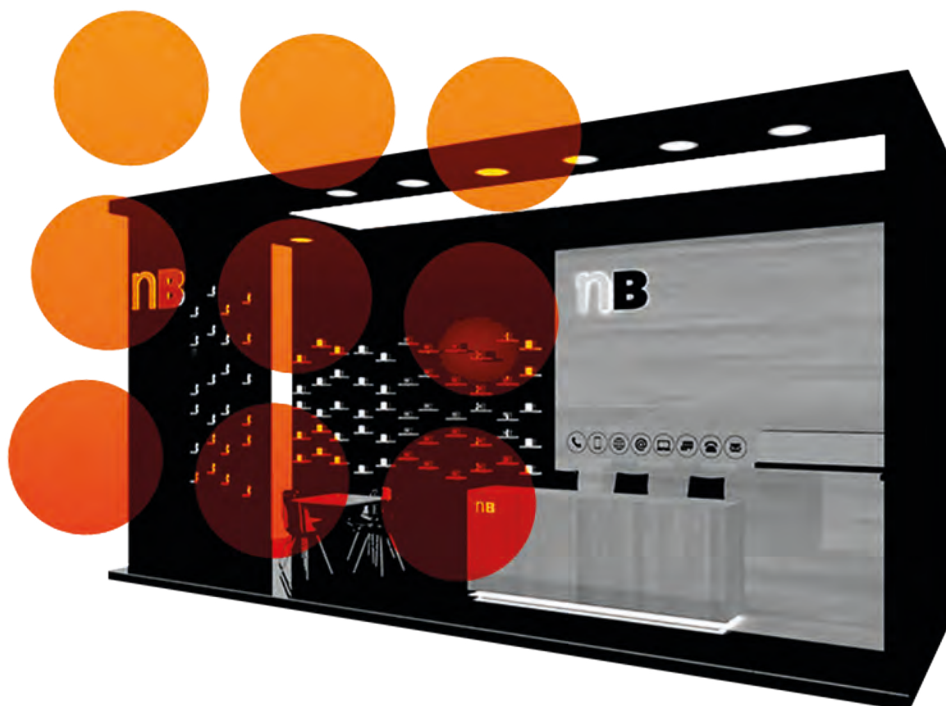
The customised stand is mainly used by large players at important and prestigious events and exhibitions. It is undoubtedly the most demanding formula, being realised according to specific wishes expressed by the exhibitor.

Usually, this type of stand is purchased or rented for several years (two to three) from the fitter to the exhibitor, also to ensure the necessary operational flexibility.

The pre-equipped stand - which is made from standard materials and modules - can be provided directly by the organising body (usually used as a ruse by consortia/associations to cut costs) or supplied by a professional fitter. In this case, the exhibitor does not even have to take charge of handling and set-up: he only has to bring his products, documentation and personnel.

In addition, a stand can be purchased or rented. Renting is convenient in the case of occasional participation in trade fairs or sector events, and saves not a little on the purchase of the structure. Purchasing the stand, on the other hand, is much more advantageous in the case of continuous and repeated participation. In this case it will be necessary to evaluate and include in the price calculation the necessary upgrades to the company in the coming years.

Now that we have made an economic premise, let us see what is needed for a stand.



## 2. CREATING A STAND STARTING FROM THE OBJECTIVES



**Having seen what types of stands are available, we need to take a step back.**

Let's start again with strategy and, therefore, with objectives.

Yes, because it is not enough to put up a stand with some graphics to make a trade fair successful. And you want your trade fair presence to be successful, don't you?

It all depends on what you want to achieve from your trade fair.

- An image boost?
- An audience for new product launches?
- Forge new relationships and/or improve existing ones?

Put like that, it all sounds simple, doesn't it? But no.

There are several ways to participate in a trade

fair and yes, each of them corresponds to a very specific objective:

- **an "image" presence**, with the majority of communication elements, graphics, videos, events and messages;
- **a "product" presence**, with ample space dedicated to the launch of new products, luminous showcases and trained, sales-oriented staff;
- **a "relational" presence**, in which the aspect of knowledge and cultivation of the relationship with customers and potential customers dominates the scene (in technical and complicated jargon we speak of 'lead generation' and 'lead nurturing').

We cannot pretend otherwise: the deck is short and we have to choose what to optimise, where and when. Above all, we have to choose how to optimise the budget.

# 3. IMAGE PRESENCE: INCREASE THE COMPANY'S KNOWLEDGE

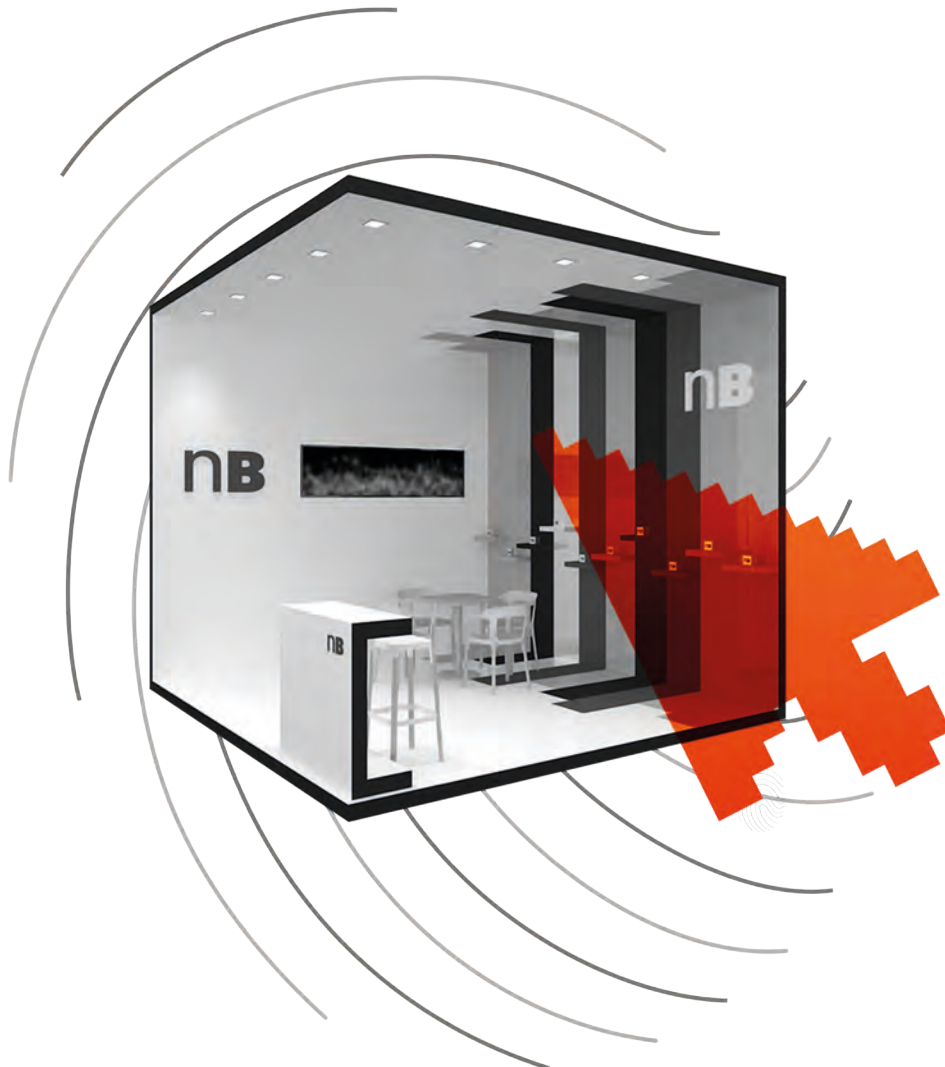
**The stand, as we have said, is your company's business card.**

You must therefore also present your company philosophy here, in addition to your products.

Make your stand cosy, for example by placing a bar in the centre of the walking area.

Leave the structure open and make it easily accessible: this will invite visitors to enter the stand, where they will also find small gifts (your promotional material!).

In this case video displays, posters, animation, etc. will prevail.



## 4. LAUNCH OF NEW PRODUCTS

**Imagine designing your stand as you would paint a picture: your big news item in the centre, everything else is a frame.**

Placing a product in the centre of the stand, with the right amount of free space around it, makes it instantly recognisable as a flagship item.

Don't assume, however, that your customers are aware of this: make it clear that it is a novelty by supporting the product with appropriate lettering, graphics and videos.

If possible set aside a space, even indoors, for product demonstrations. The more your potential customers know about the product, the better the propensity to buy.

**Trust.**

## 5. ACQUISITION OF NEW CUSTOMERS

**Who said formality and creativity don't go together?**

Usually more visitor involvement leads to better stand memories and, guess what, a higher likelihood of closing deals.

So why not entertain your guests with games with prizes or other creative means?

Also remember that your stand needs to be spacious and have everything you need to welcome a potential customer: tables, chairs, a small bar and perhaps an area for calendar meetings.

You know what else trade fair visitors love?

**Training.**

Offer them the opportunity to attend speeches or courses, they will be more likely to form a positive relationship.

## 6. STRUCTURE AND ORGANISATION OF THE STAND

**Once you have defined the functional aspects of the stand, you can move on to the structural and aesthetic aspects.**

A brief premise: consider well the type of event you are participating in.

The stand is your dress: analyse the context and choose a style appropriate to the situation. Stumbling into excessive creativity risks making your company appear too eccentric, while an excessively bare stand could disappear alongside others.

The solution lies in study and balance: analyse previous editions of the fair (if you have not already participated at least once as a visitor) or ask your stand fitter for information: he will be able to direct you on the best graphic choice.

Another must for your stand is to read the technical manuals.

Remember that regulations vary from fair to fair and sometimes even from hall to hall. For this reason, you should always inform yourself about the regulations to be observed for your stand.

At this point, you need to figure out where to place your stand and, above all, how you want it to be organised.

From the point of view of **physical location**, stands can be divided into 3 macro-types:

- **"Comb" stands:** i.e. aligned side by side with other stands, leaving only the front entrance on the aisle side free. This is the most commonly used choice in the case of small stands, especially if pre-assembled;





- **“Chain” stands:** with access from both sides (front and back), maintaining side-to-side contact with other stands. Ideal for medium-sized stands;
- **“Island” stands:** a totally independent stand with 3 or 4 free sides (depending on the possibilities given by the organiser). Ideal for large stands, regardless of the set-up.

When it comes to **internal organisation**, on the other hand, we can speak of:

- **“Square” stand:** the most open and inclusive format. It is usually open on several sides, leaving the most free area outside and placing the focus of attention in the centre (new products, customer interview tables, reception table, etc.);
- **“Shop” stand:** generally leave the front side free for access, where the reception desk is

located. This can act as a filter for the (still visible) interior areas or attract potential visitors inside, where the products and interview tables are located;

- **Enclosed stand:** no metaphor, this stand is seriously enclosed on all four sides and totally inaccessible to outside eyes. What is the utility of this stand, then? The reasons for choosing this type of stand are many: it is useful in case you want to create a selection at the entrance of the stand, so as to attract only seriously interested potential customers, or it can help make the interior more liveable and relaxed for visitors. Is all this necessary? No, but if you like you can also do it for purely design reasons.

# 7. COMMUNICATION AT THE STAND



**We have already said it, but it always bears repeating: the stand is the highlight of trade fair participation.**

Not all that glitters is gold, however.

Do you think that just having a nice stand is enough to attract customers and get them interested in your products? Well, that's not quite the case. Here we explain why and, more importantly, what you can do about it.

First of all, it's not just you at the fair.  
Positive note: this attracts more visitors.  
Negative note: you and your competitors have to compete for the time and attention of those visitors.

**So how do you make yourself recognisable?**

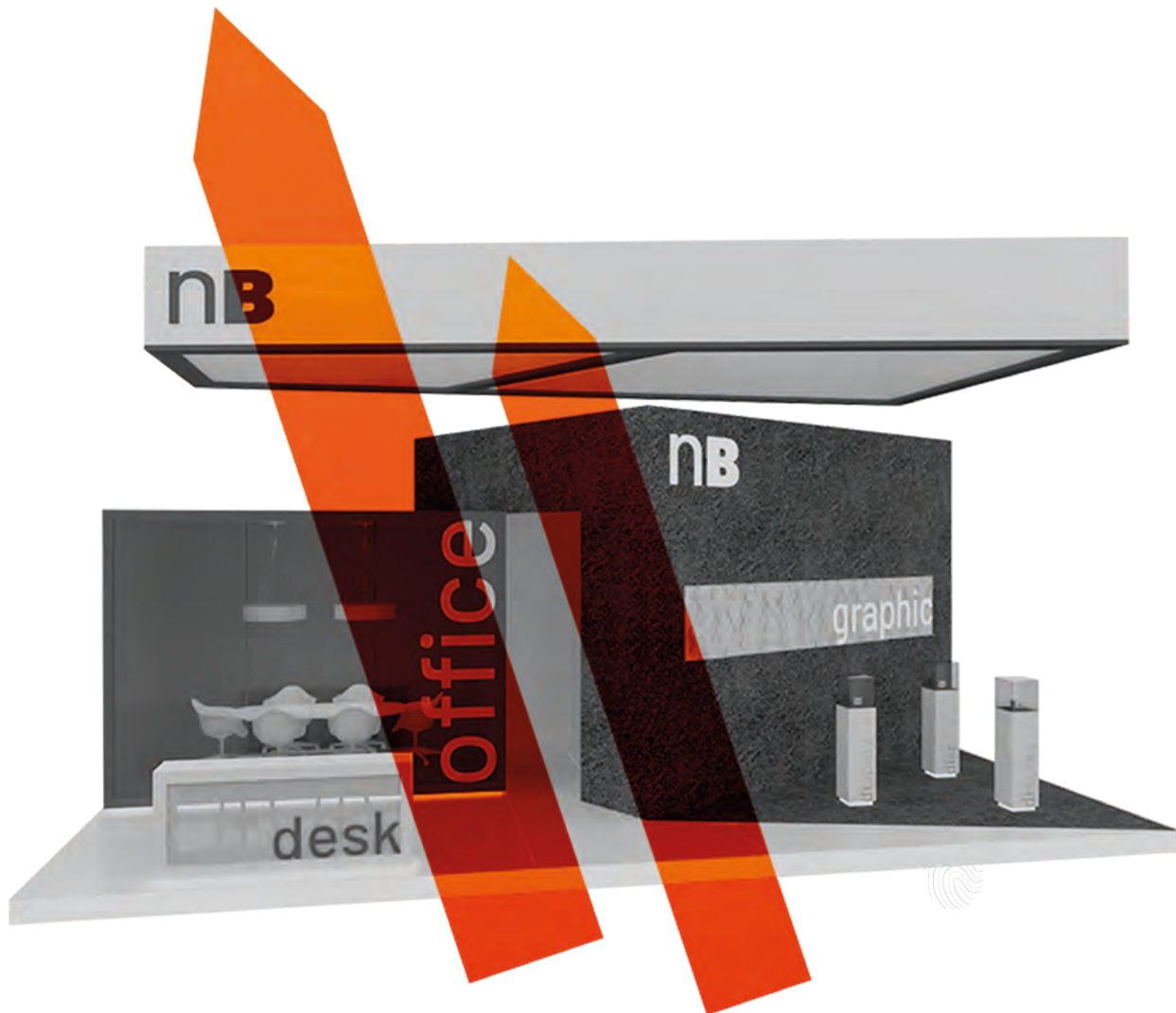
First, identify a message, something that represents your company and embodies it to the core. Make it highly visible, coordinated and above all consistent.

**Would you go to a steakhouse that only offers vegan dishes? Or, conversely, would you sit at a table in a vegan restaurant that has a butcher's shop inside? No, would you?**

So choose a clear, short, memorable message. This should be repeated as much as possible in everything related to the trade fair presence: stands, invitations, promotional material, follow-up letters, advertisements, etc. In this a professional can help you develop the best solutions.

Remember that communication should always be handled wisely.

So, to be brief: yes, graphics are needed be-



cause products do not sell themselves, even with the best salespeople.

**No, graphics do not do everything and are not enough on their own to sell products.**

Any graphics must be integrated with what we call "information", viz:

- **information "at a distance"**, i.e. that which makes it possible to recognise the stand as soon as one lays eyes on it (graphics on the stand);
- **the "proximity" information**, which gives visitors all the information about what they will find on the stand;
- **the "detail" information**, with the summary in-

formation to identify products and stand contents (signs and shop window plates)

These three aspects are fundamental within the communication plan of a stand. Another element, optional but equally effective, is to have a product data sheet.

This is not always applicable, but it can be particularly useful if potential customers are seriously interested in your products. They ask for info, you give info. Taaac.

Now that we have seen the physical part of your trade fair presence, let's go straight to another key aspect: how to prepare your staff for the trade fair.

## 8. STRAIGHT TO SUCCESS: HOW TO PREPARE STAFF

**Did you know that on average 70% of visitors to a stand are ignored (or received incorrectly) by the staff present?**

We don't want to worry you, but this figure should make you realise how important it is to have a staff properly trained and prepared to receive all kinds of visitors. And no, it is not a question of stand size.

Training and preparation, however, are not the only aspect to consider.

There is a fine line that divides a good representative from a parrot on the stand: common sense.

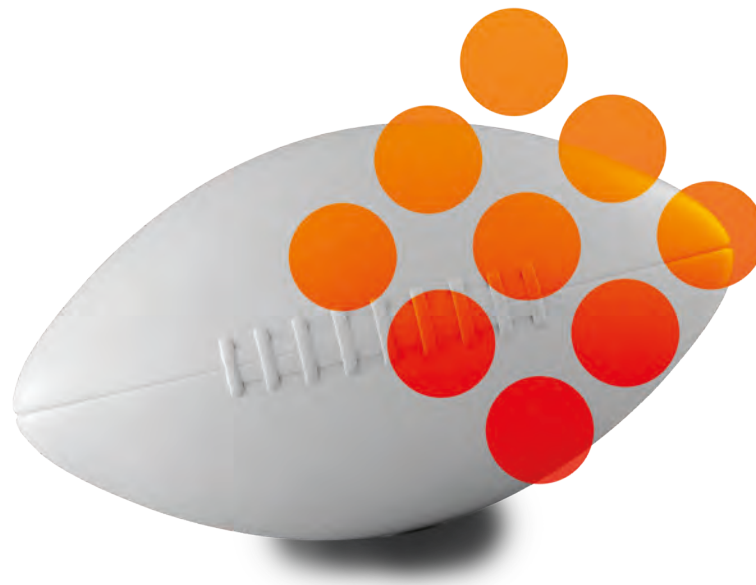
The rules of common sense require the team to respect the objectives, but above all to respect the visitors who are spending time on the stand. This concept applies in both senses: a staff that is too absent (between smoking a cigarette, frugally munching on a sandwich and sitting around with colleagues) or, conversely, too pressurised drives away visitors and all other opportunities.

**The perfect trade fair attendant responds to these rules:**

- Predisposition to contact and openness to people
- Knowing how to listen and show interest
- Confident and competent attitude
- Sincere and direct language
- Commitment and enthusiasm
- Attention to visitors' needs
- Spirit of improvisation, resistance to stress (which will be there, trust me)



**Golden rule** (mark it down): it si **VITAL** to set up



a mechanism based on teamwork whose rules are not only the technical-operational ones, but also include shrewdness and common sense towards potential customers.

Now let's get down to practice, shall we? Let's see together which aspects are to be considered in the preparation of personnel.

**First step** (and it could only be this one): start with the basics. Or rather, the basics of the basics: organise a preliminary meeting with the aim of providing initial information and starting to motivate your staff. It is important that this briefing is attended by all the senior company figures involved (possibly also company ownership), so as to emphasise the importance of the event for the company.

At this meeting, all **primary and general aspects** should be discussed in depth, such as:

- the objective(s) of the fair
- the message to be conveyed to visitors and customers
- the business methods and aims (such as instructions on receiving customers or the tools to be used for reporting)
- the modalities for participation and organisation (including days and times, shifts, managers, dress code, etc.). It would be good to distribute a summary document of this information)

Do not underestimate the importance of dedicating a space for debate on even more generic

and, apparently, less important issues such as break times, rewards/allowances for achieving objectives, etc.

This meeting should logically be held about two weeks before the event. This way staff will be prepared sufficiently in advance, but not too much (between the pre-show tension and a thousand commitments, it would be a moment to forget everything!).

Here's what you need to keep in mind **before and during the fair**:

- find a system (an app or a physical form) to record the most important information from conversations with visitors. For example, in addition to the name, company and contact details of the visitor, it is important to record their opinions on your new products, whether they already knew your company or whether they are willing to come and visit your factory/office; we will look at this in more detail later;
- constantly check that the staff at the stand are provided with the necessary equipment;

Also always remember to keep your staff informed with:

- seminars on trade fair participation;
- trade fair preparation training;

# EXTRA: ASPECTS NOT TO UNDERESTIMATE

**We have seen how to set goals, how to time actions and how to dose the budget while improving ROI.**

On top of that, you have found out how to organise the trade fair, who to get to do it and, most importantly, how best to prepare for the physical presence with stands and staff.

Nothing more remains to be done, right?

Well, not really.

There are some aspects that, although often underestimated, could move the needle from a successful trade fair to a foretold disaster.

We have listed what you need to keep in mind, even though you probably didn't even think about it, to avoid nasty surprises.

# 1. TELECOMMUNICATIONS

**“But what do I need a phone line for if I have a smartphone?”**

**“Even if I do, the fair and the installer will take care of it, right?”**

**There, wanting to be realistic, you might be right. You might, but it is not certain.**

There are various solutions for telecommunications at trade fairs, but you should first clarify these aspects:

- Do you need a telephone line or an ADSL line?
- If you need a telephone line, remember to

bring a telephone to connect: organisers often provide cabling for the stand, but do not supply the equipment;

- If you require access to an ADSL line, consider installing a modem/router.

In any case, it is increasingly common to find WiFi networks that can be accessed using credentials provided by the organising body. Sometimes it is necessary to pay for the connection as an additional service, other times registration is sufficient to gain access.

Remember to bring devices with access to wireless networks and you're done.



## 2. CATERING AND REFRESHMENTS

**Worse than a listless team at the stand there is only one thing: a listless and also hungry team.**

That is why it is **FUNDAMENTAL** that the company also takes care of in-booth facilities for refreshments.

Truth be told, staff working at trade fairs tend to prefer off-site facilities during their lunch

break, so that they can take their minds off things and enjoy moments of autonomy.

Stand facilities, however, do not have to be deficient: they can be an additional incentive for visitors to approach or, in the case of established contacts, an elegant way of inviting the visitor to stay and try to snatch a contract on the day.



## 3. HOTELS AND TRANSPORT

As soon as you have defined the number of company participants at the fair (between permanent stand personnel and other temporary participants such as technicians), the first move is to **book hotel rooms**.

In the case of large trade fairs with a high number of participants, the risk of not finding a hotel room is greater with each passing day, so it is advisable to move in good time.

The advice is (obviously) **to find a hotel that is as close as possible to the trade fair area**, in order to reduce the time spent travelling. Where this is not possible, in any case, it would

be a good idea to have a travel plan in place, opting (when possible) for public transport.

A tip for handling customer invitations: if you have invited some important guests to come and visit you at your stand, they might appreciate tips on accommodation (even better if the hotel reservation has reserved discounts for future bookings)



## 4. SAFETY AND SECURITY

Yes, we know: one of your biggest concerns is security and surveillance on the stand.

### **You will be bringing valuable material, it would be risky not to check the stand, right?**

Don't worry, most trade fairs provide general security, i.e. for the halls and public areas of the event. But what if this is not enough?

The simplest (but also the most comprehensive) answer is: ask the organising body. Some trade fairs provide the service directly, while others may put you in touch directly with contracted security agencies.

Here, however, is the million dollar question:

### **"What if the competition comes to visit my stand?"**

Remember to rely on common sense: you can always welcome your competitors to your stand, but prepare your team (in advance) to further select the information to be given to them. For example, the staff can provide all the information that is already on the information material or on free portals (website, social, online videos, etc.).

This mix of prudence and good manners will make you appear courteous and professional, but still aware of the context you are in.



# HOW TO MANAGE THE FAIR

## **At last.**

You have prepared everything and the big day has arrived: today the fair begins.

The products are on display, the refreshment area is set up, the information material is on the launch pad, only one thing is missing: the visitors, who will be entering shortly.

A doubt, however, grips you: is your staff REALLY ready to welcome them? What mistakes should be avoided? How do you map out your meetings with visitors effectively and efficiently?

Let's look together at some guidelines for visitor management and, above all, for achieving all the goals your company has set.

# 1. STAFF AT THE FAIR



First of all, it is crucial that just before the trade fair starts the staff knows exactly what to do, how to move and how to behave.

**Who handles important guests?**

**Who deals with incoming press?**

**How to answer extremely technical questions?**

All these aspects, although they do not require lengthy preparation, are often underestimated, but it is absolutely necessary to tackle them with the correct approach.

Another context to be assessed, especially in the case of an international trade fair, concerns the division of **foreign languages**.

In that case the staff will have to divide any foreign visitors according to the languages spoken. This can be decided even a few minutes before arrival.

If none of the staff speak foreign languages, it would be a good idea to have an interpreter (to be evaluated already in the run-up to the fair).

## 2. THE COLLECTION OF CONTACTS

### **The staff is ready and prepared and the first visitors begin to arrive.**

They leave their business cards, some are strongly interested in your products.

This is the moment when you are happy that you have created a form to catalogue all your contacts. A nice sheet of paper, with the usual areas printed (first name, last name, company, role, interest) and an area to staple the business card.

### **What if there was an easier way?**

Perhaps a faster way, without the ecological impact of printed paper and above all highly customisable.

And without the risk of losing business cards, because if that happens it's a big problem. Eh, if there were...

### **Actually, there is.**

In fact, there is an app that we have developed, for smartphones and tablets (with access also from desktop) created precisely for this purpose: **to catalogue contacts and, above all, to make it easier and more immediate to get back in touch after the trade fair.**

Mind you, this is a shocking statistic: **around 50% of visitors to a stand are no longer contacted by companies.**

Eh, we don't find it hard to believe: take a sheet, enter data.

Take another sheet, enter more data, Daniel-San. Master Miyagi in comparison was the Rio Carnival.

### **With our app?**

**One click. "Export".**

**Done.**

**Ready for follow-up.**

Do we really want to talk about it?



### 3. HOW TO MANAGE PRESENTATION EXTRA-FIERISTICIS

If you have optimised your data collection and organised the follow-up perfectly with our app, you only have one thing left to consider. And it has nothing to do with stands and pavilions.

Yes, it's strange, but it's true: your trade fair presence doesn't stop at the physical presence at the stand or within the exhibition grounds.

**"And how do I have a presence outside the stand, then?"**

Well, we'll explain it to you.

Like any other business process, a trade fair does not only touch on the immanence of the main function, it also touches and covers many other areas and functions, although they are not so visible.

One of the best tools for attracting an audience (and increasing your company's awareness) is him, **the king of corporate tools: the event.**

Organising or participating in an event (we will shortly see how to differentiate events) increases the possibilities and improves the quality of networking, dissolving the wall of formality imposed by the trade fair.

**The different types of events can be:**

- Events organised by the exhibition organiser (additional to the main fair)
- events organised by other exhibitors (or by you, if you want to organise one)
- Invitation events



- Public events

These types of events are completely independent of the type, size or personnel of a company: the positive aspect is the total focus on getting to know each other and networking.

Whatever event or communication strategy you want to adopt, the important thing is to leave a mark on the trade fair experience of your visitors

and customers (or potential customers). Remember that there is no better strategy for leaving a mark than attention and care for your customers.

Focus on them and everything will be fine. And, if you want, we will be here to take care of you.



# WHO WROTE THIS FANTASTIC GUIDE

## January 2014.

The Gross Domestic Product (GDP) has been in free fall for a few years now, the economy is collapsing, Katy Perry's 'Unconditionally' is topping the charts, but two reckless, and slightly reckless, colleagues decide to ignore the situation and realise their dream: to create their own company.

Between a glass of coffee and a few ounces of fear, a kilo of uncertainty and two handfuls of doubts, we decide that the 'permanent position' is no longer in our priorities.

After involving all relatives, friends and even our trusted osteopath in the choice of a name, **NeroBold** was finally born.

We are not a communication agency, we don't want to be one.

We follow each customer differently. We never replicate a strategy identically but adapt it to your needs. No magic formula, no recipe for success, just lots of creativity, passion and over 20 years of experience.

We design, among other things, trade fair stands and corporate gadgets.

We have also created an app, a cool software to manage your trade fair visitors' contacts and optimise follow-ups.

After years and years alongside companies that have decided to take flight and soar into the blue skies of trade fairs, we decided to create this guide to help all those who, like us, love things done right and believe in the power of networking.



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